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(54) Title: A PRINTING INK

(57) Abstract: This invention relates to a water-based W curable printing ink which may be applied by a variety of printing processes. The invention provides an ink comprising (i) water and (ii) a polymer having a plurality of 1,2- and/or 1,3-diol groups along the polymer backbone and having pendant photo cross-linkable groups attached thereto. The polymer is typically a polyvinyl alcohol and examples of the pendant photo cross-linkable groups include styryl pyridinium and acrylate groups.